

Dienger, Whitney*Mandel # 66008*

From: Jacobs, Sarah
Sent: Friday, October 26, 2012 9:15 AM
To: Dienger, Whitney
Subject: FW: URGENT MGKDS WKRC

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, October 26, 2012 9:12 AM
To: Jacobs, Sarah
Subject: RE: URGENT MGKDS WKRC

GOOD

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, October 26, 2012 9:10 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: URGENT MGKDS WKRC
Importance: High

Chabot:

N/A 10/25 6pm at \$650 & 10/26 6pm at \$650.
 MKGD 1x 6pm 10/29 at \$1200 (P2), 1x 5am 10/29 at \$100 (P4)

Mandel bookend :15s

N/A 1x LN Th 10/25 @ \$1100.
 Mkgd 1x Big East Sat 10/27 \$750, 1x Andersen 10/29 at \$350 (P2)

Mandel :30s

N/A 1x 10/28 CBS this Morning @ \$450, 1x 10/28 Face the Nation @ \$350.
 Mkgd 2x Andersen w/o 10/29 at \$350 each (P2) and 1x 5am News 10/29 @ \$100 (P4).

Mandel Kennedy

N/A 1x 10/25 6pm @ \$650.
 Mkgd 430-5pm on 10/29 @ \$650 (P2)

10/26/2012

Order / Rev: 66008 Advertiser: Josh Mandel fo Ohio US Senate
 Alt Order #: Product Desc: 2929 Senate
 Flight Dates: 10/17/12 - 10/29/12 Estimate: 2929

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	10/21/12	10/21/12	CBS Sun Morning CBS Sun Morn News	CM	10:00 AM-10:30 AM (10:00 AM-10:30 AM)	-----1-:15/:15	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----1-	1	\$450.00	0.00								
N 4	WKRC	10/17/12	10/25/12	6p Local 12 News at SixCM 6p Local 12 News at Six		6p-630p	11111--:15/:15	:15/:15	5	\$650.00	P-3	0.00	BK	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	--111--	3	\$650.00	0.00								
Week: 10/22/12		10/28/12	10/28/12	1111---	4	\$650.00	0.00								
N 5	WKRC	10/17/12	10/25/12	11p M-F Local 12 NewsCM 11p M-F Local 12 News 11		11p-1135p	11111--:15/:15	:15/:15	5	\$1,100.00	P-3	0.00	BK	8	\$7,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	--111--	3	\$1,100.00	0.00								
Week: 10/22/12		10/28/12	10/28/12	1111---	4	\$1,100.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
7	WKRC	10/22/12-10/28/12		11p M-F Local 12 News 11	11p-1135p	MTWTh-----:15/:15	:15/:15	\$1,100.00	0.00	BK					
See MG 5,8,59															
[No Avail]															
8	WKRC	10/27/12-10/27/12	Big East Football	12p-330p		-----Sa--:15/:15	:15/:15	\$750.00	0.00	BK					
MG for 5.7 10/25 [Approved by Buyer]															
9	WKRC	10/29/12-10/29/12	M-F 10a-11a	10a-11a		M-----:15/:15	:15/:15	\$350.00	0.00	BK					
MG for 5.7 10/25 [Approved by Buyer]															
N 6	WKRC	10/20/12	10/20/12	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11		11p-1135p	-----1-:15/:15	:15/:15	1	\$1,100.00	P-3	0.00	BK	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----1-	1	\$1,100.00	0.00								
N 7	WKRC	10/21/12	10/21/12	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11		11p-1135p	-----1-:15/:15	:15/:15	1	\$1,100.00	P-3	0.00	BK	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----1-	1	\$1,100.00	0.00								
N 8	WKRC	10/19/12	10/19/12	5a Good Morn CincinnatiCM 5a Good Morn Cincinnati		5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-----1-:15/:15	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----1--	1	\$250.00	0.00								
N 9	WKRC	10/19/12	10/19/12	6a Good Morn CincinnatiCM 6a Good Morn Cincinnati		6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-----1-:15/:15	:15/:15	1	\$325.00	P-3	0.00	BK	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----1--	1	\$325.00	0.00								
N 10	WKRC	10/19/12	10/19/12	CBS This Morning CBS Morning News	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----1-:15/:15	:15/:15	1	\$190.00	P-3	0.00	BK	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----1--	1	\$190.00	0.00								
N 11	WKRC	10/19/12	10/19/12	4p Local 12 News at FourCM 4p Local 12 News at Four		4:00 PM-4:30 PM (4:00 PM-4:30 PM)	-----1-:15/:15	:15/:15	1	\$180.00	P-4	0.00	BK	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----1--	1	\$180.00	0.00								
N 12	WKRC	10/19/12	10/19/12	4p Local 12 News at FourCM 4p Local 12 News at Four		4:30 PM-5:00 PM (4:30 PM-5:00 PM)	-----1-:15/:15	:15/:15	1	\$180.00	P-4	0.00	BK	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----1--	1	\$180.00	0.00								
													Totals	31	\$18,450.00